



WLS-TV CHICAGO  
190 NORTH STATE STREET  
CHICAGO IL 60601

Acknowledgment of Agreement Between WLS-TV CHICAGO and

DATE: 11-02-2012 PAGE: 1 of 2

MEDIA PLACEMENT TECHNOLOGIES - 5496  
ATTN: NICOLE MEADE  
500 N. WASHINGTON ST.  
ALEXANDRIA VA 22314

Contract No 404234	Contract Dt 10-31-2012	Revision Dt 11-01-2012	Rev# 1	Advertiser NOW OR NEVER INC	Brand NOW OR NEVER PAC	Product Code POLITICALS								Station/Market WLS - CHICAGO			
Agency Est#			CMS # 247615	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 11-05-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247615	
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	11-05-2012	11-05-2012	10:00PM - 10:35PM	LN ORBIT:NEWS M-F1000-1035P;SU 1000P-1100P	1	30	1							1	5,800	1	5,800.00
2	11-05-2012	11-05-2012	05:00AM - 06:00AM	MORN NEWS: 5-6A M-F (5510)	1	30	1							1	1,000	1	1,000.00
3	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORN NEWS: 6-7A M-F (5511)	1	30	1	1						2	2,000	2	4,000.00
4	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORN NEWS/GMA: 7-9A M-F (5512)	1	30	1							1	2,300	1	2,300.00
5	11-05-2012	11-05-2012	11:00AM - 12:00PM	DAYTIME/ NEWS: 11-12NOON DAYTIME M-F (5516)	1	30	1							1	1,100	1	1,100.00
6	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS M-F 4-5P (8499)	1	30	1							1	2,200	1	2,200.00
7	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS: 6-630P M-F (5524)	1	30	1							1	4,500	1	4,500.00
8	11-05-2012	11-05-2012	06:26PM - 06:56PM	ACCESS: WHEEL M-F 628P-7P (5525)	1	30	1							1	5,000	1	5,000.00
9	11-05-2012	11-05-2012	10:35PM - 11:02PM	LF/NEWS: NIGHTLINE: M-F 1035-1104P (5527)	1	30	1							1	2,800	1	2,800.00
10	11-05-2012	11-05-2012	10:00PM - 10:35PM	LN ORBIT:NEWS M-F1000-1035P;SU 1000P-1100P	1	30	1							1	5,800	1	5,800.00
11	11-05-2012	11-05-2012	05:00AM - 06:00AM	MORN NEWS: 5-6A M-F (5510)	1	30	1							1	1,000	1	1,000.00
12	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORN NEWS: 6-7A M-F (5511)	1	30	1	1						2	2,000	2	4,000.00
13	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORN NEWS/GMA: 7-9A M-F (5512)	1	30	1							1	2,300	1	2,300.00
14	11-05-2012	11-05-2012	11:00AM - 12:00PM	DAYTIME/ NEWS: 11-12NOON DAYTIME M-F (5516)	1	30	1							1	1,100	1	1,100.00
15	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS M-F 4-5P (8499)	1	30	1							1	2,200	1	2,200.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est#				CMS # 247615		Sales Office PHILADELPHIA		Account Executive D. PARKER		Start Date 11-05-2012		End Date 11-06-2012		Billing M (Broadcast Month, Cycle 1)				Package N		Contract Title 247615	
Line	Start Date	End Date	Time Period		Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	11-05-2012	11-05-2012	06:00PM - 06:30PM		EARLY NEWS: 6-630P M-F (5524)				1	30	1							1	4,500	1	4,500.00
17	11-05-2012	11-05-2012	06:26PM - 06:56PM		ACCESS: WHEEL M-F 628P-7P (5525)				1	30	1							1	5,000	1	5,000.00
18	11-05-2012	11-05-2012	10:35PM - 11:02PM		LF/NEWS: NIGHTLINE: M-F 1035-1104P (5527)				1	30	1							1	2,800	1	2,800.00
		Cr Resolved 11-05-2012	Rate Reason 2,800 CRDT RESOLV																		
		Total:	2,800															Credit Resolved Total:		-1	-2,800.00
19	11-05-2012	11-05-2012	07:00PM - 09:00PM		PRIME: MON: DWS/EMHE 12/3-12/17 (6407)				1	30	1							1	25,000	1	25,000.00
20	11-05-2012	11-05-2012	09:00PM - 10:00PM		PRIME: MON: 9-10P CASTLE EFF 9/24 (5603)				1	30	1							1	16,000	1	16,000.00
21	11-05-2012	11-05-2012	10:35PM - 11:02PM		LF/NEWS: NIGHTLINE: M-F 1035-1104P (5527)				1	30	1							1	2,800	1	2,800.00
																		Contracted Gross Total:		23	101,200.00
																		Actual Gross Total:		22	98,400.00
																		Agency Commission:			14,760.00
																		Net Total:			83,640.00
Month/YR			Preempted		Made Good		Contract Total		Adjustments										Actual Total		
Nov 12			0.00		0.00		101,200.00		2,800.00 CR										98,400.00		
TOTAL			0.00		0.00		101,200.00		2,800.00 CR										98,400.00		

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